

Figure 1

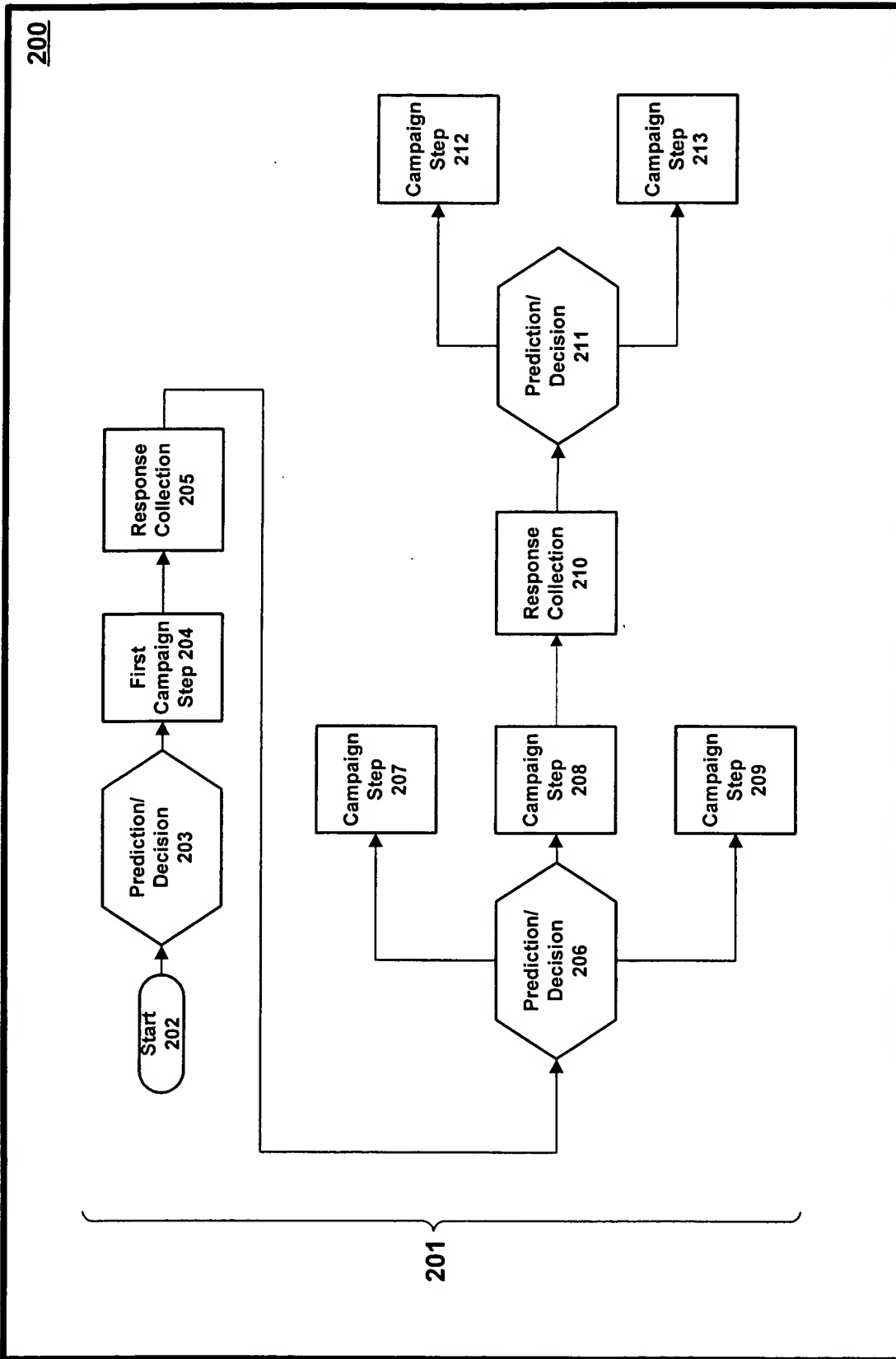


Figure 2

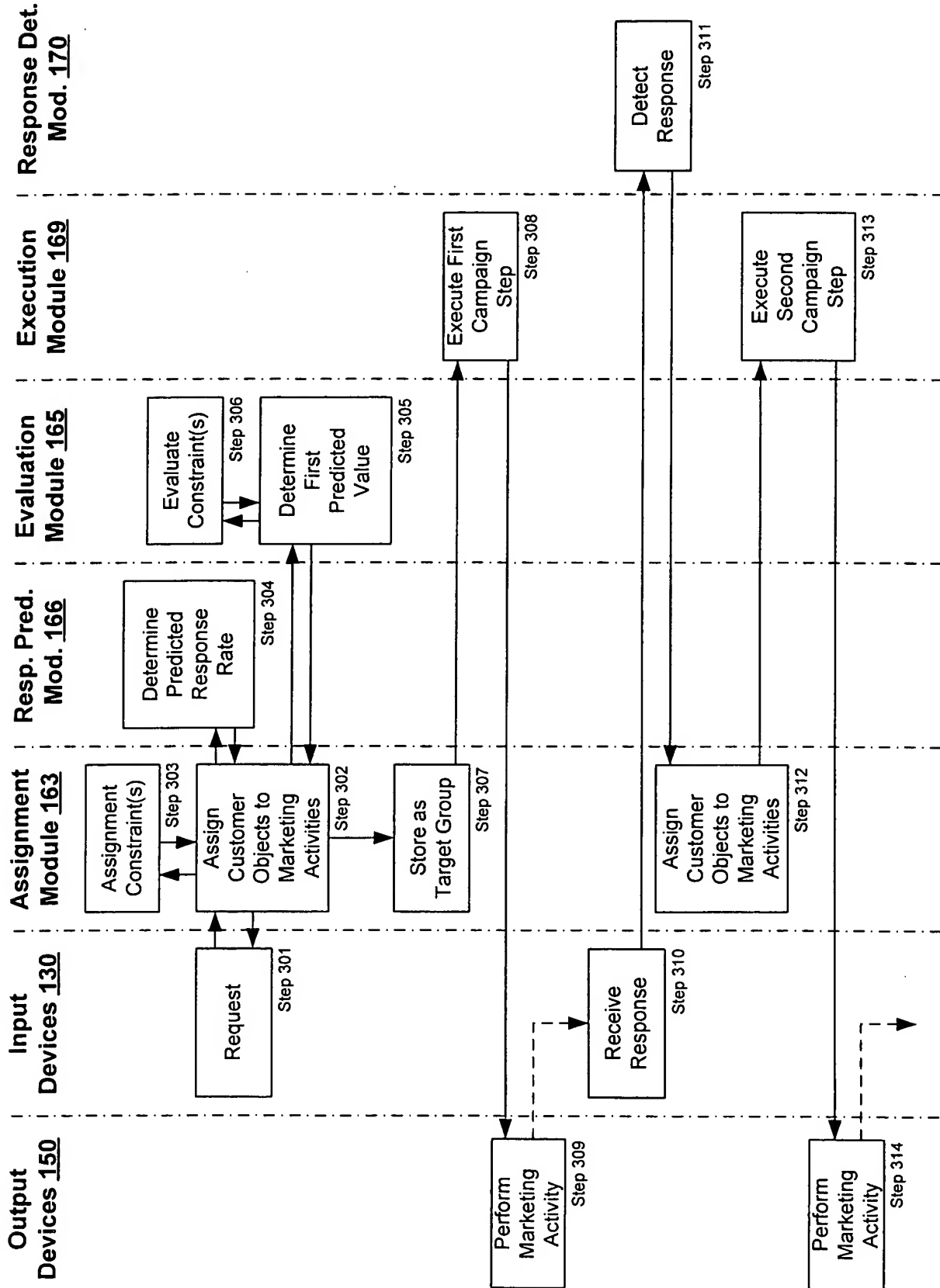
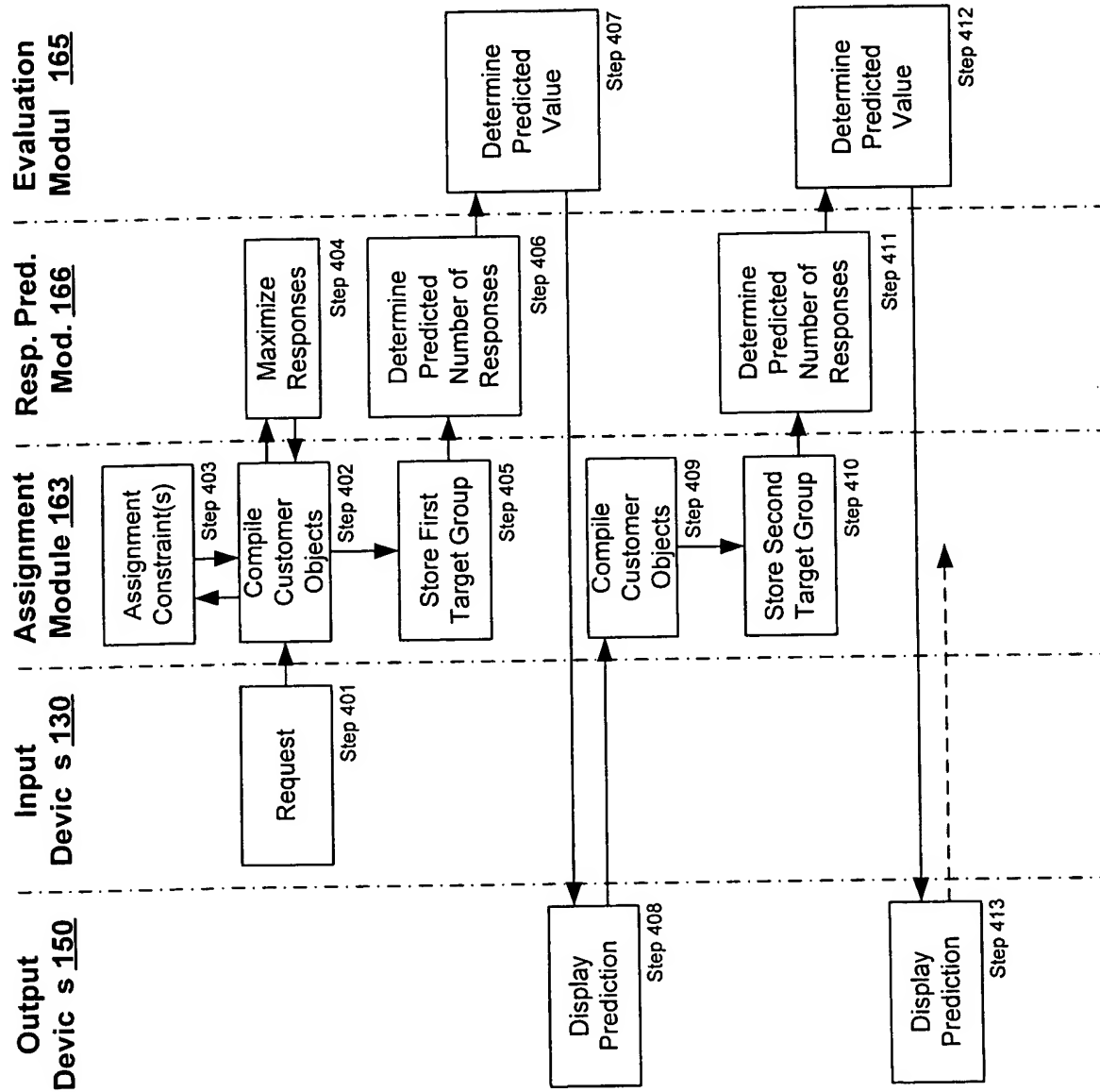


Figure 3

Applicant(s): Thomas Witting

PREDICTING MARKETING CAMPAIGNS USING CUSTOMER-SPECIFIC RESPONSE PROBABILITIES AND RESPONSE VALUES

**Figure 4**